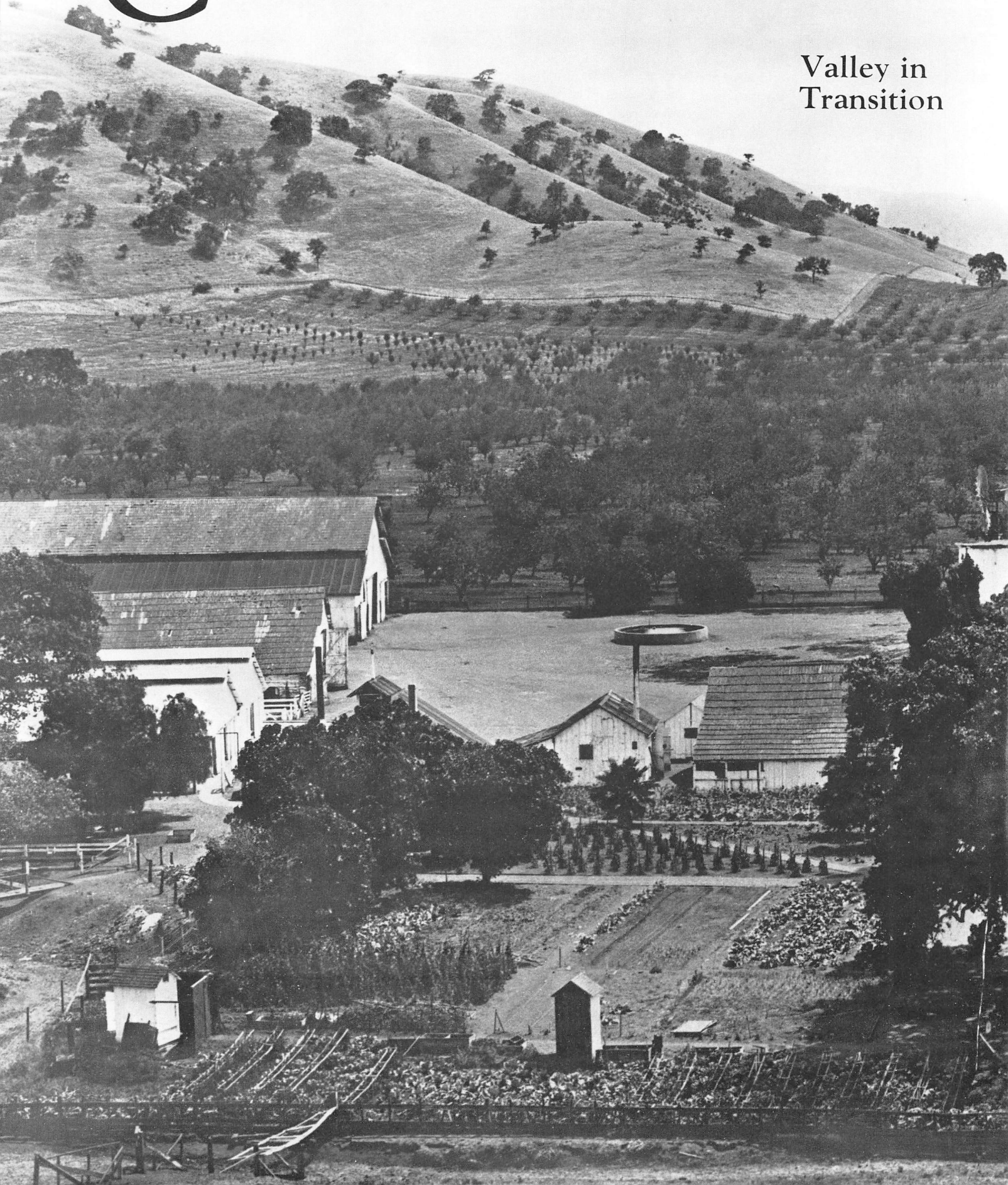


The **CALIFORNIAN**
Understanding the past, involved with the present, committed to the future.

Volume 3
Number 1
Sept. 1981

Valley in
Transition



Topics in Focus: Valley in Transition

Fall quarter 1981 promises to involve the California History Center in one of the most dramatic topics affecting Santa Clara Valley residents; environmental changes caused by industrial growth. The introduction of high technology into a valley of prune, apricot and pear orchards has posed challenges to our lifestyle; the extent of which could not be predicted. In the early 1970's forecasts were for a 200,000 increase in county jobs in the period from 1975 to 1980. Instead an actual job growth of 450,000 has occurred, putting extreme stress on the housing market, transportation networks, and basic resources such as water.

This phenomenon is history in the making and from you and your community must come the actors who will decide what critical steps should be taken to cope with this "valley in transition".

Program Highlights

It is the idea of the CHC to explore a topical theme to provide our community with an in-depth perspective into the cultural, economic, and political environment surrounding and affecting all of us. **Maritime History, Chinese Immigration, Yugoslavs in California** were examples of such programming.

This quarter several faculty are treating different aspects of the land transition or growth issue. A three part, modular program will feature past land use, recent evolution of industrial growth, and projections for the valley in the future - real estate, economy, environmental issues. Three outstanding faculty will team teach the program: **Bruce MacGregor** recognized historian, **Jim Riley**, foun-

der and past president of INTERSIL and now Executive VicePresident of DATAQUEST and **Roger Mack** professional economist and futurist on topics relating to valley growth.

Brian Smith will explore the "unurbanized" California in his course on the State and Regional Parks history and we will both lead a tour to one of California's most magnificent examples of a major conservation effort- the Yosemite Valley.

Chatham Forbes will look at the fine line between regional open space and urban development. **Yvonne Jacobson** will visit the remaining orchard farms and families. We look forward to your participation in a thought provoking program.

Passing Farms Exhibit

Our program theme "Valley in Transition" will open with the exceptional exhibit, "Passing Farms: Enduring Values". Developed by CHC instructor **Yvonne Jacobson**, designed by CHC Exhibit Designer **David Rickman**, and financed by an \$18,500 matching grant to the CHC from the California Council for Humanities, the exhibit is a vivid reminder of those farm families displaced from the land they loved and nurtured. This exhibit has been shown at SYNTEX, Palo Alto; IBM, San Jose, and the TRITON MUSEUM, Santa Clara and is still available for loan scheduling after June, 1982. It is a magnificent display. We hope you won't miss the opening at the Trianon in September.

by
Seonaid McArthur
CHC Director

Cover photo: once this was a valley of small farmyards and orchards that stretched to every horizon. A reminder of this now-lost landscape is this photo taken in the Evergreen District in the eastern part of the Santa Clara Valley during the early years of this century. (Photo courtesy of the Sourisseau Academy).

The plow and the plowman set in dramatic juxtaposition formed the introduction to our "Passing Farms - Enduring Values" exhibit which opened at Syntex last March. This very successful show chronicles the history of the family-farm in the Santa Clara Valley. (Photo by Yvonne Jacobson).

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Thursday, September 17

History Faire 7:30-10:00 pm. Take advantage of this opportunity to meet Fall Quarter's history center faculty and talk with them about the exciting programs they have planned for their classes. Tables will be set up with information on each of the classes. At 8 pm. the faculty will be introduced and at 8:30, the California History Center film will be shown. History Center staff will be available to assist you with registering for the classes you wish to take. Refreshments served.

Saturday, September 19

A Celebration of the California Family Farm 10:00 am. to 5:00 pm.

Normally peaceful and serene, the grounds around the Trianon building will be laden with puffing, churning and moving machines and engines. Seniors will delight at seeing old engines they might remember from their own farm days. Thanks to the **Early Day Gas and Tractor Association - Branch 3**, lots of old equipment will be in operation. Hay presses, mowers, rakes, balers, plus a lot of old-timers who can show you how it used to be done.

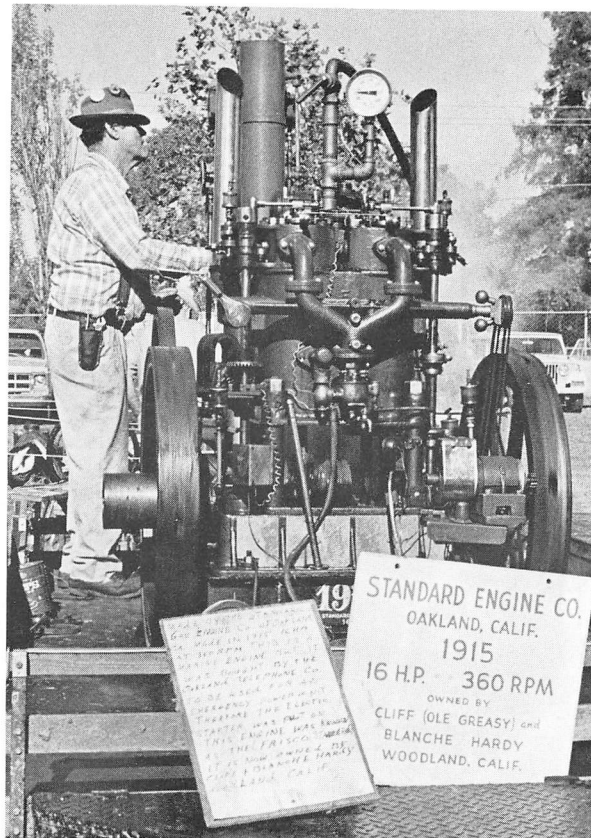
Join us for this fun-filled day including a round table discussion with members of old families, a showing of "Valley of Heart's Delight", a 1920 black and white film of the Santa Clara Valley produced by the San Jose Chamber of Commerce, and food and refreshments. Also, for those who would like, a special afternoon tour to the Pichetti Ranch to see how one family farm dating from the 1880s is being preserved. For more information call 996-4712.

Monday, September 21

Fall Quarter Classes Begin

Tuesday, December 8

Scandinavian Lucia Fest. Traditional Scandinavian holiday festival of light and hope presented in the Trianon by students of the Swedes in California class and Swedes from the local community. The program will be held from 7:30-10:00pm. The public is invited, however reservations must be made because of limited seating.



Steam and gas engines such as the one pictured at left is one example of the types of old-time farm equipment and engines that will be displayed and working at the opening of the "Passing Farms-Enduring Values" exhibit.

Friday, December 11

CHCF Annual Christmas Party 8:00 pm. to Midnight

A romantic and picturesque garden setting will be the location of the CHCF's annual Christmas party. Plan to attend the festivities at the charming **Mimi's Rooftop Cafe** in Old Town, Los Gatos. Beginning at 8:00 pm., guests can dance and dream through the evening. Hors d'oeuvres, and no host champagne, wine, sherry and beer will be available. No charge to members. Guests -\$5.00. Please make your reservations no later than Dec. 7th.

Thursday, December 17

Fall Quarter Classes end



Urban sprawl has taken its toll on one of the prime agricultural areas in the world as illustrated [above] by this 1970 photo of the City of Santa Clara [upper right hand corner]. (Photo by Air Photo Co., Inc., Mtn. View). However, just 20 years earlier [opposite page] the same area was one of a compact City of Santa Clara literally surrounded by family orchards and farms. (Photo courtesy of Santa Clara County Planning Dept).

The Making of SLURBAN AMERICA

The story I am about to unfold is that of the flagrant ruination of the Santa Clara Valley, one of the most remarkably unique agricultural areas in the world, and the substitution of a completely irrelevant urban development of massive size and questionable quality that could have been placed almost anywhere else and most certainly on more appropriate land. While this is the story of Santa Clara County, it is also, by example, the story of California and many other parts of the nation in the years following World War II. Perhaps, by pausing a moment to find how this magnificent place got into the fix it's in, we might learn how to act more rationally in the decades ahead.

Santa Clara County lies at the southern tip of San Francisco Bay. Its urban focus is the city of San Jose which is approximately 50 miles southeast of San Francisco. The county is 1,300 square miles in size and may be best described as a fertile valley (the northern part of which is about 200 square miles and the southern part about 100 square miles) flanked by the low mountains of the coastal range on either side. The valley constitutes about 23 percent of the total area of the county.

The land in the valley was of the very highest
four

quality. Two alluvial fans had been laid down over the millennia by systems of streams which had coursed from the mountains to the sea during the rainy season, flooding the lowlands almost every year. Topsoil of fine loam 30 to 40 feet deep in places overlaid water-bearing substrata of gravels and clays. A tremendous underground water-storage basin with a capacity of roughly one million acre-feet spread itself out beneath this wonderful soil. In many places the water gushed forth from artesian wells. Here was nature's handsome gift: soils second to none in the state and perhaps the world, indigenous water enough, if properly used, to serve that soil adequately, and a mild climate with a year-round growing season.

When the Spanish first came to the area in the late 18th century, they found it occupied by a small population of primitive Indians. These natives had no agriculture and no domesticated animals; they lived as food gatherers on the bounty of the land. They did not disturb the natural ecological balance in any significant way but were rather an integrated part of the total system.

With the coming of the Western Europeans, this relationship between man and the land began to

Valley in Transition

change. Slowly at first, but with increasing speed over the years, European attitudes toward the land began to appear. By 1800 the Spanish Fathers had established the Mission of Santa Clara and its satellite pueblo of San Jose, with a small outlet to San Francisco Bay at Alviso.

The raw natural state of the Santa Clara Valley was on the threshold of an historic sequence of changes.

Until 1850, during the Spanish colonial period, the large Spanish ranchos were grazing lands for large herds of cattle. During this period there were many more cattle than people and the products were hides and tallow, which were exported by ship to distant market.

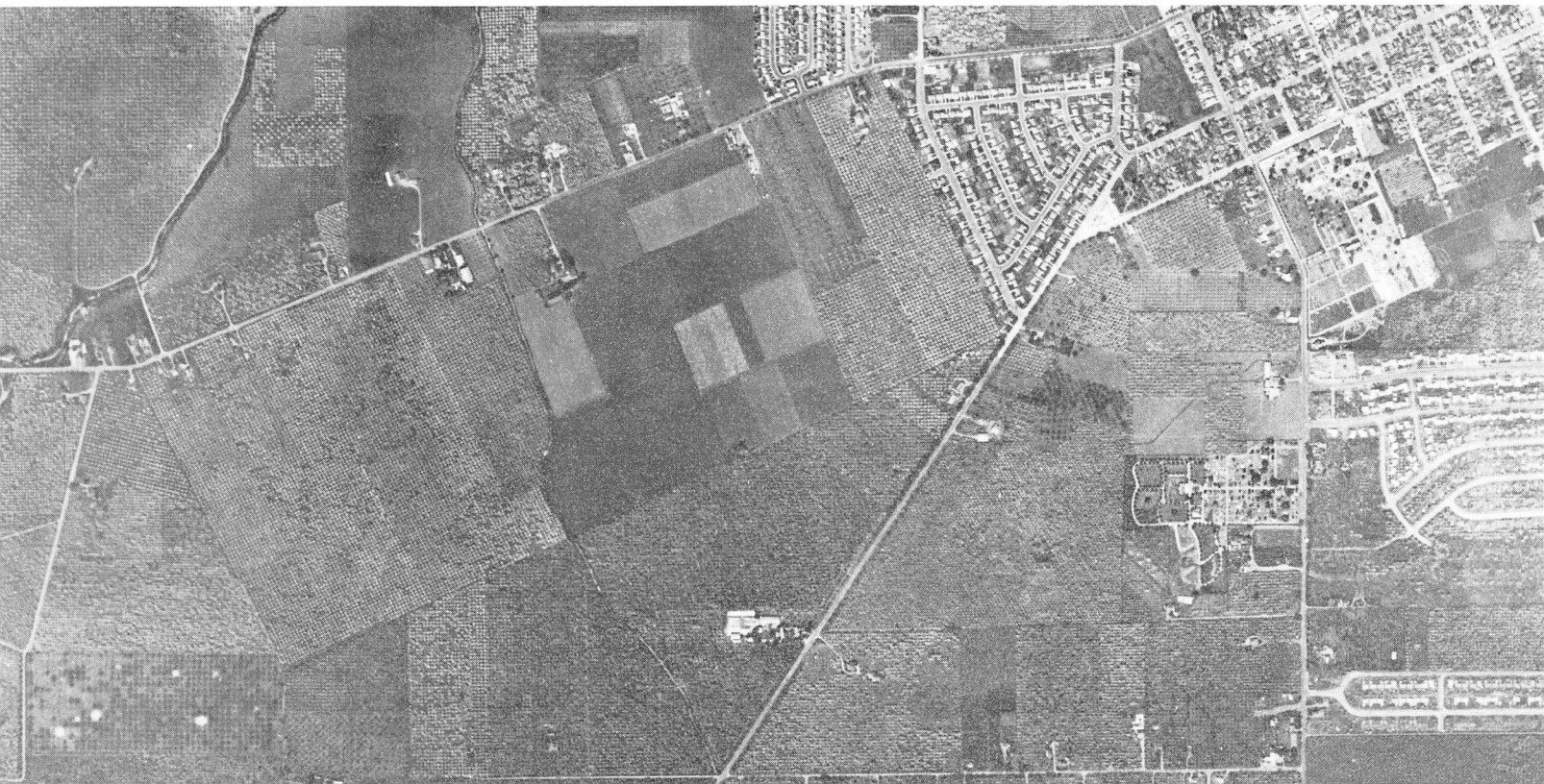
After the discovery of gold and the admission of California to the Union, the great rush of people to the West and California changed the pattern of agriculture in the Santa Clara Valley. The valley's traditional activity in livestock was expanded to include grain, hay and vegetable production.

By 1870, the influx of population from the eastern states and the countries of Western Europe, lured by the prospect of finding gold, had brought to the valley many who were skilled in the practice of the old-world type of agriculture. Soon it was discovered that the Santa Clara Valley had attributes which could support intensive cultivation. The deep soil, the artesian water, the subtropical climate, all indicated a successful venture for those who had the technical expertise needed for intensive commercial-agricultural development. Grapes were imported from France, Spain and Germany to form the base for an extensive wine industry, the product of which was to become world famous. Prunes from France were planted in large groves and ultimately became the largest single crop produced in the

valley. Some farmers tried peaches, apricots, cherries, walnuts, pears and other tree crops. Competition was keen for this fine soil in this place in the sun. The constant striving to improve the quality of the product gave assurance that every consideration was given to the soil. It was continuously upgraded.

Thus the first transformation began, and from 1870 to 1940 the pattern of intensive agricultural development continued. It took many years to perfect the system underlying this basic pattern. First of all, trees took time to mature to the bearing stage, and only after careful observation of bearing orchards could the best tree crop be selected. Many farmers hedged their bets by planting two or three different kinds of trees together, and only gradually made the ultimate choice of the best crop to raise. So it may be said that the valley was in the early development stage until about 1900. During this period many facilities were built, such as irrigation works, wells, dams and reservoirs, highways and roads, and a new body of knowledge evolved which led to successful local agricultural practices.

By 1940, the Santa Clara Valley was largely developed. It was a textbook example of a fully integrated agricultural community. The cities were functionally related to the entire complex. San Jose, with a population of about 50,000, was the county seat and the center of the food-processing industry and related industrial development. Stanford University, seated on its magnificent 6,000-acre farm with Palo Alto, a nice little university town of about 20,000, nestling up to it, was the focus of the northern end of the valley. The other six towns, averaging about 5,000 population, were distributed around the valley like small enclaves in a vast matrix of green.



These towns were the service centers for the roughly 100,000 acres of orchards and 8,000 acres of vegetable crops. The urban half of the population was the exact counterpart of the farm community. They provided the financial, retail, professional and personal services. They also were the market for some of the farm produce. However, the key to the economic life was the joint activity where the produce of the farm was processed and prepared for delivery to the world market. Each dollar of value produced on the farm was recycled through the economy several times. Most of this supplementary structure was in the cities. At the high point of development there were over 200 food-processing plants of various kinds in the valley. Directly connected with them was an extensive container and packaging industry, while two railroads transported the fully processed material in specially designed refrigerator cars to far-flung markets. At this time Santa Clara County called itself the "Valley of Heart's Delight." It was beautiful, it was a wholesome place to live, and it was one of the 15 most productive agricultural counties in the United States.

From 1941 to 1945 the United States was at war, and the gateway to the Pacific theater was the great harbor and port development in the San Francisco Bay Area. The large naval air station at Moffett Field in northern Santa Clara County became a busy center of activity. After Pearl Harbor, thousands of military personnel were brought to this area for training and processing. For the first time the quiet, peaceful agricultural valley was exposed to intensive public view. During the war, Stanford University devoted much scientific expertise to the development of highly sophisticated electronic military equipment, a fact which would prove to have a great effect on the postwar years in the valley.

Although the economy was rushing along as the war went on, there was a developing concern about what would happen once the war was over. Would the county fall into economic doldrums and slowly settle back into its old role? The governments and the chambers of commerce, largely dominated by agricultural interests, had considerable difficulty assessing the situation. There was, however, a general consensus that some diversification of the economic base might prove beneficial. However, the real threat was not anticipated, and proper steps were not taken to place the area under reasonable control.

After the war it became apparent that things were going to change in major ways. Many of those who had passed through the area on their way to the Pacific theater of war began to return to make the valley their home. Population began to grow and development began to take place. In certain ways, Santa Clara County began to gird for the struggle. In about 1948, a committee of freeholders was elected to study the restructuring of county government and to prepare a county charter. In 1950 the charter was presented to the electorate and adopted. The charter called for a strong executive officer with

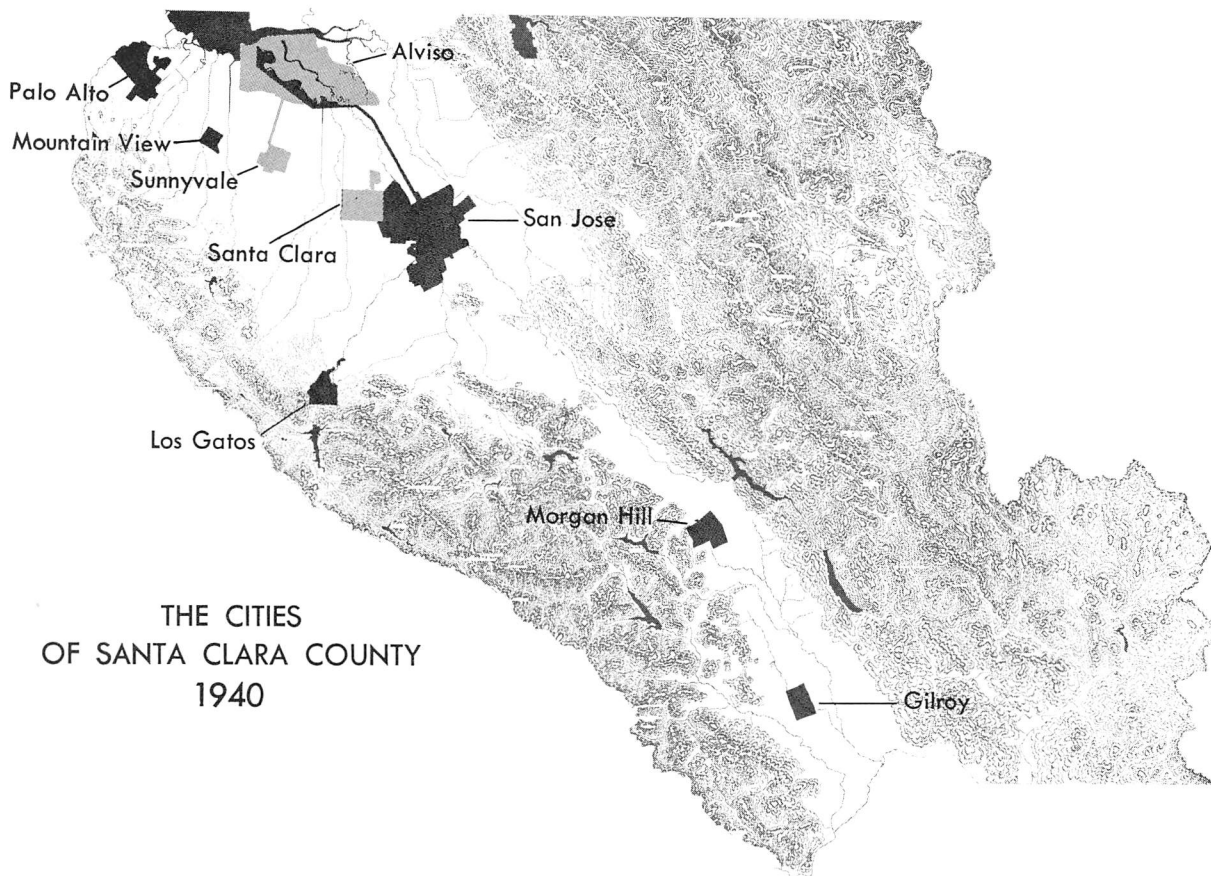
power to appoint most of the traditionally elected county officers. This was a very wise move directed at placing the various agencies of county government in the hands of trained and experienced specialists rather than popular local politicians, and thereby putting local government in a better position to cope with the many new kinds of problems it was beginning to face.

However, it took about five years for the conversion to the new form of administration. The old order did not die easily; the incumbent officers had to retire or die before the charter could become fully operative. And it was during this period of transition between 1950 and 1955 that the county began to be inundated with the surge of new development. The innovations in government structure were simply not strong enough to withstand (even if it had been desired) the rapidly developing and overpowering urban pressure.

Corollary to this is the fact that in 1950 the city of San Jose came under a new, aggressive administration which made no bones about its goal of making San Jose the Los Angeles of the North. It formulated definite goals for expansion and growth without any limits or qualifications. What is more, the city moved with alacrity to implement them.

When the inevitability of change had become clear, the options which the community had as to future growth should have been evaluated. If this had been done, the power structure of the community could and probably would have opted for a policy of maximizing the existing development and adding a modicum of diversified support where it was needed to strengthen the economy. They certainly would not have desired the destruction which took place. Such a policy might have allowed the cities to grow more slowly and to incorporate and control urban expansion, while the rural areas could have remained an essential base to much of the older structure. If this had been done, the county could have become the strongest in the state, economically. It would have remained indeed a good place to live.

But contemplation of such an alternative was far from what actually happened. Instead, speculators took over and in effect pushed the county into uncontrolled development. The behavior of all elements of the community during the time from 1950 to 1965 can best be described as pandemonium. Wild urban growth attacked the valley much as cancer attacks the human body. People poured into the area in vast numbers. The land began to be covered with houses, streets, schools, freeways, factories and all the related services required by this new population. Huge sums were made available to build freeways and expressways which made the urban explosion possible. Landowners sold out under the pressure of rising taxes and the great opportunity to make large gains on the value of the land. Misled by the fiction that growth and development would lead to economic solvency, government sold out to business and industry by making many concessions inimical to the public interest as inducements for development investment, while the power structure, led by



the financial institutions, the media, the wealthy urban property owners and the business community, exploited the situation to make huge profits. In less than 20 years the valley became the home and place of work for more than a million people. What so recently had been a beautiful, productive garden was suddenly transformed into an urban anthill.

Not only was the new development an encroachment on the prime agricultural land, but the result was an uneconomical, wasteful and fiscally insolvent mess. The scattered nature of the development and its uneven quality produced a pattern requiring the provision of urban services of all kinds on a most uneconomical basis. The public costs of these services have produced a per-capita debt which is among the highest in the state of California. The social dislocation was equally critical, with a large portion of the farm-oriented labor force, unable to adjust to the new pace, ultimately finding its way to the welfare rolls while people with more sophisticated skills came into the valley to take jobs offered by the new scientifically oriented industries. Simultaneously, serious physical problems began to emerge, such as increased flooding which resulted from covering the absorbent soil with buildings and asphalt, and the subsidence of the land caused by the lowering of the water table to serve new urban demands. These, together with traffic congestion and air and water pollution, continue to this day to require costly remedial action.

During the critical period of change, the pressure on the farmers was immense. The choice was to sell out and take a large gain on the price of the land,

or to hang on and replant in the hope that a viable climate for continued agriculture would be maintained.

Lacking the guidance of a public policy, hundreds of small farmers in varied circumstances were forced to make the choice independently. Some of those who had not been very good farmers welcomed the high price of land and hurried to the marketplace to divest themselves of their holdings. This led to scattered sales all over the valley in a hopscotch pattern. The assessor wasted no time in establishing new urban land values on adjacent lands based on the elevated prices paid to those who sold out. Thus the entire rural community was confronted with a financial crisis.

As the population continued to encroach, two basic areas of incompatibility presented themselves. One was the agricultural operation which, when practiced in or near the urban community, generated all kinds of difficulties: dust from cultivating, noise from early morning spraying, crop dusting when it invaded subdivisions, and many others. On the other side was the continual trespassing and vandalism characteristic of the urbanites. Their children played in the orchards, stole the fruit, broke trees, tampered with the irrigation works and in many other ways made life miserable for the farmer.

A far more damaging effect, however, was that of the tremendous rise in the tax rate, induced by the demand for urban services. It wasn't long until all areas of the country were burdened to the limit with taxes for schools, sewers, fire protection and

(Map by Alfred Marty, courtesy of California Tomorrow).

many more, so that simultaneously with increasing assessments, tax rates skyrocketed. Along with the tax increases came the threat of the use of the “eminent domain” process to acquire land for urban needs such as schools and freeways. Many times the severing of properties by such takings completely destroyed the agricultural operation. Confronted with such an array of discouraging prospects, farmers became less and less firm in their desire to fight for survival.

After almost a hundred years of free-wheeling in the agricultural community, the farmers found it very difficult to change their attitudes toward any governmental intervention, even if it was designed to protect their own integrity. The rugged conservative view that the farm community could look after itself without outside help was firmly held. Land-use controls were unheard of in the rural areas in 1950, and when they were seriously proposed, the public officials who proposed them were vilified and stormed at as enemies.

Finally, by 1953, the idea that the urban ex-

plosion was a real threat to the farming community emerged. At this time a task force of the leadership of the resisting farmers, mostly men who had invested a lifetime in perfecting the agriculture of the area, made an appeal to county government to provide some kind of protection which would be compatible with the agriculture and directed against indiscriminate urbanization. The answer to this demand took the form of a new classification of land called “exclusive agriculture” within the framework of the zoning ordinance.

This amendment to the zoning ordinance, adopted in 1954, produced a strong negative reaction among the cities. It was viewed by them as a move to slow down municipal growth and they visualized themselves as being strangled by the protected agricultural areas tightly surrounding them. They did not trust the rurally oriented county government to be fair in the application of this new device. As a reaction, the cities began to annex property wherever they could, by any means available to them. They took in schools which did not object, and county roads in dazzling patterns of confusion approaching chaos.

The resisting farmers were by now infuriated. They decided that the city expansion program was the great threat and must be controlled. Amid great controversy, the state legislature passed the “Agricultural Exclusion Act” in the spring of 1955. This law provided that land zoned for exclusive agriculture in the county could not be annexed to a city without the consent of the owner, and that no longer could the city annex more than 500 feet of county road without taking in the property abutting it. The passage of this measure attests to the staunch dedication of the farmers to the cause of saving agriculture.

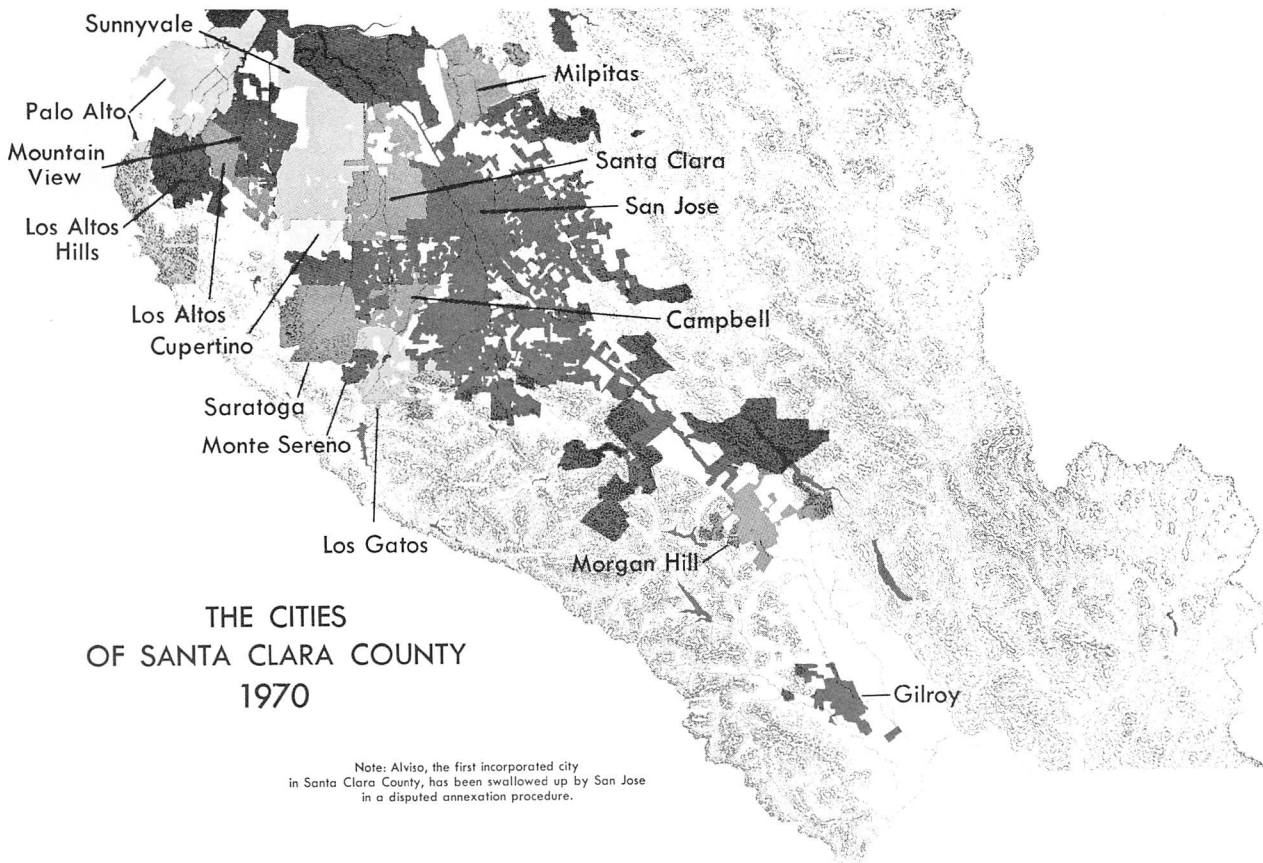
This act really frightened the cities. It seemed to them that the control of their growth was being placed in the hands of the farmers. This spelled disaster in their view. In the 90 days between the closing of the legislature and the effective date of the law, the cities set about wildly extending their boundaries. At one time the city of San Jose had a boundary over 200 miles in length enclosing less than 20 square miles of land.

This sort of behavior could not go on very long before it brought cities into conflict with one another. Fully taken in by misapprehension that growth was progress and that any development, regardless of quality, was good, cities competed for unincorporated land and promised services that they were unable to render, and developers promised amenities they had no intention of providing.

As the cities annexed in frantic patterns, many of the small unincorporated communities became frightened. They did not wish to be swallowed up by an aggressive neighbor and thus lose their identities. This set off an orgy of “home-rule” town formation. Where there had been nine incorporated cities in 1950, in a few years seven new cities were formed. In this way, most of the northern valley floor became incorporated into cities. A look at the

With San Jose in the background a boy takes what may be a last chance to run through the orchards and wildflowers on Blossom Hill Road. (Photo courtesy of the San Jose Mercury News).





maps indicates the chaotic pattern of city boundaries. However, a city boundary is not as troublesome as a new city administration can be and is, more often than not. Each of the cities and the county enacted its own development code, so development was and is directed by 17 zoning ordinances, building codes, and standard for community building. The architects and builders are confused and hindered in indescribable ways, while speculators use the chaotic conditions as a means of beating down what decent control there is.

Slowly the growth of the county transformed the economy. The large industries came, bringing with them new populations of industrial workers. Along with the industries and the new development came a water demand which overtaxes the underground supply, making water a critical matter. As development proceeded, the very elements of amenity which had made the area attractive in the first place were eroded away. Air pollution, land subsidence, increased flooding, impossible traffic congestion, airport noise and many other problems associated with a metropolis multiplied *ad nauseum*.

Many of these new industries, with electronics dominating largely because of Stanford's preeminence in the field, were engaged mainly in working on national defense contracts. This meant that their operations were dependent on federal financing. Thousands of workers building war machines raised large questions as to the basic stability of the new structure. In the meantime, the old structure, with its tested reliability, has vanished. The vineyards and wineries are gone. Most of the canneries and

orchards are gone. And with them went many of the related enterprises.

As the taking of rich lands from agriculture rushed on, the quality of home construction fell, and in the late 1950's it hit bottom. During these years, thousands of cracker boxes were thrown up, all so poorly constructed that they began to fall apart before they were completed.

Although building codes were in force, the abuses under them were unbelievable. Building codes are, in reality, an outline of minimum standards of construction. The kind of use made of them today was never envisioned when they were first drawn. It has only come about with the advent into the development field of the merchant builder, who is looking for corners to cut, that the building code has been abused. If an owner were to build his own house he would be concerned with quality as much as cost and would be building above code standards most of the time, and only fall to the minimum where it could not be avoided. This practice would lead to an above-standard, high quality product. The merchant builder, however, is always looking at the spread between production cost and the market for the product. The larger the spread, the better he likes it. Mortgage financing controlled by government through Federal Housing Authority insurance puts the lid on the market price, so the tendency has been to skin out the product by cutting every conceivable cost corner in the construction and covering it all up with thin veneer of glamor to tempt the customer. Thus the 30-year mortgage extends far beyond the probable life expectancy of the

(Map by Alfred Marty, courtesy of California Tomorrow).

jerry-built dwelling. Maintenance is high and dissatisfaction makes for frequent turnover and speedy deterioration. The cities mainly pioneered the totally minimum-standard house, which naturally became substandard at once. The instant slum had been invented.

All of this was done with the aid of the FHA. It was not the homeowner, in whose interest the agency was originally founded, who came to the FHA office with a proposal, but a tract developer who wished to take advantage of the attractive interest rate, the insured mortgage, the built-in opportunity for a no-risk profit. He wished to build hundreds of look-alike homes in rows of 50-by 100-foot lots to be sold to a market in desperate need and with very little choice.

The developers used every means at their disposal to beat down any resistance to their plans in the regional office of the FHA and to bully the local agencies in charge of controlling development. Thus septic tank sewage-disposal systems were approved in tract development. At one time there were roughly 30,000 such installations serving urban subdivisions in the county. Many of them were poorly installed and were a source of serious health problems which had to be corrected later at the owners' expense. This kind of laxity gave a free hand to the creators of urban sprawl and made local control very difficult.

The Veterans Administration was even more lax than the FHA, and such marginal developments as those constructed by Brandon Enterprises (Lakewood Village and Tropicana Village) were underwritten by the VA and allowed to be built in what were historically known to be floodplains. Not only were the houses built with minimum standards all the way around, it was a certainty that they would be flooded. They were, and at one time there were over 400 units in the county that were abandoned by their purchasers, all of which reverted to the government for rehabilitation and resale. The protection which had to be provided became the responsibility of the city taxpayer.

Although the federally insured mortgage program was a fine idea as originally conceived, an idea that envisioned a nation of householders living in modest but quality housing, it was misused and abused by a development system it was not designed to accommodate.

The fine agricultural land of the Santa Clara Valley is to all intents and purposes lost. While it is true that by agreement between landowners and the county under the 1965 California Land Conservation Act, about 150,000 acres have been put aside for agriculture (for the time being, at least), very little of this land is prime. Much of the good land was already overrun and almost all of that which is not yet urbanized is being held speculatively.

Projections of growth indicate that the entire area will be completely urbanized within the next 20 years. It will have been given over to uncontrolled, wasteful urban growth and all its attendant miseries.

Its land will have been covered with an unsightly urban mess. Because of the character of the air-drainage basin, which receives the accumulated discharge of the entire San Francisco Bay region under its impenetrable inversion layer, the air-pollution is bound to become progressively worse. With the continuing overdraft on the underground water reserves to the point of collapsing underground storage, and the resultant sinking of the land, comes the threat of serious problems with many underground utilities. Roads and freeways already overtaxed will unquestionably become nightmares of traffic. Yet the random development pattern defies solution of its transportation needs by systems of mass and rapid transit. Most important of all for people trapped in this net is the steady erosion of most of the qualities of the environment which only a few years ago made the area an exceedingly attractive place to live. Finally, the monstrous debt, bad as it is today, will become larger and more unbearable in the years to come. Taxpayers will be faced with submitting to a further encumbrance of the assets of the community just to maintain an environment which will meet the very minimum standard of metropolitan living.

While the responsibility for what happened to the Santa Clara Valley (and to almost every growing urban community across the nation) is laid at the door of local governments and special interests, surely both the state of California and the federal government must share some of the blame. Federal programs -housing, highways, defense contracts, etc.- speeded, not hindered, the destruction. And the state, lacking and never seeking any clear notion of how the lands of California should be utilized, stood by idly, apparently powerless to check the onslaught. Other countries where land and its use are all-important to the national interest allow none of the wasteful practices followed in our country; Holland, Israel, the Republic of China and many others impose the kinds of controls by which each step of the urbanizing process can be weighed for its environmental implications. If they can do it, so can we. 🐾

Karl Belser

Karl Belser was planning director for Santa Clara County from 1950 to 1967, and specialist in city and regional planning for the United Nations programs for housing and urban development in Taiwan during 1967 and 1968.

Reprinted with permission from 'Cry California', The Journal of California Tomorrow, Fall 1970 issue

Karl Belser, when writing "The Making of Slurban America", had definite biases concerning development patterns he had witnessed in the valley. There is, however, an equally valid, alternative viewpoint which points to the positive contributions brought to the county through urbanization and industrial growth. In the interests of defending past development patterns, the CHC has sent a copy of this article to the current county planning director, Leon Pollard, for his comment and response. The response will be published in next quarter's Californian.

Courses designed around community interest, visiting historical sites—with credit/no credit option.

STATE & REGIONAL HISTORY PROGRAM

Geneology, Your Family History: *Seonaid McArthur*

A self-paced study course permitting you to begin, continue or complete the record of your family's past. Record grandmother, organize photographs, make that important effort before its too late. If you are seeking a fuller understanding of your ancestry, this course will lead you through practical techniques. Wed. lectures; orientation 7 p.m. 9/23 CHC. Four tours to Oakland, L.D.S., Sutro and San Bruno geneological archives.

Grass Valley/Nevada City: *Palmer/Mann*
California's Northern Gold Country, is explored through a tour to Grass Valley and Nevada City. At the turn of the century, these towns had grown to be this state's major gold producers and were world leaders in development of mining technology. Though time and depletion of the mines have since taken their toll, there still remains with these towns a rich cultural heritage and many reminders of their historic past. A field trip is planned to the area so that students can explore in detail selected sites where hard rock and placer gold mining developed, flourished for a time, faded, and now may be coming back. Tues. eve. lectures; Field trip to Grass Valley/Nevada City 11/6,7,8.

Homes of Commercial Giants: *Walter Warren*
Those who came with little to pioneer California profited in new-found opportunity and wealth. To celebrate this new-found wealth, the finest architects, builders and artists were employed to build monuments to those who monopolized California's economy. Orientation: 9/22, CHC, 10 a.m. Field trips: 9/29 Santa Clara, 10/6 San Francisco, 11/3 Old Town, 11/10 Stanford Court, 11/17 San Francisco, 11/24 Old Town, 12/1 Cliff Hotel, 12/8 Fairmont Hotel, 12/15 Belmont, Notre Dame, 12/22 San Francisco.

Italians of San Francisco: *Deanna Gumina*
An overview of the uniqueness of the Italians of California as compared to the Italians of San Francisco, 1850-1930. Third generation American Italian, and curator of the Western Regional Chapter of American Italian Historical Association, Gumina will trace the lives of Italian immigrants from the disheartening gold rush days, to establishment of more familiar fishing and farming pursuits. Recent history includes the moves of second and third generation Italians to establish important corporations as Bank of America, Transamerica, Del Monte and DiGiorgio. Three lectures 9/23,30, 10/7, 7-9 p.m., CHC. Field trips: 10/10, North Beach walking tour; 10/17, Italian Swiss Colony Winery.

Nob Hill Irish: *Walter Warren*

A study of the Irish contribution to California history. Tues. eve. lectures. Field trips: 9/29, San Francisco; 10/6, Santa Clara; 10/20 Hibernia Bank; 11/3, San Francisco; 11/10, Mountain Charlie's Ranch; 11/17, Irish History Writing Conference; 11/24, San Francisco; 12/1, Notre Dame.

Monterey and Early Heritage: *Walter Warren*
Lecture/Orientations: 9/23,30; 10/28; 11/25; 12/9,16.

Field trips: 10/3, San Juan Bautista; 10/17, Carmel; 10/31, Customs House; 11/6, Monterey, 11/7, Monterey; 11/13, California Ranchos; 11/20 Monterey; 11/21, Colton Hall; 12/5, Carmel.

Faculty History Dinner-Seminar:

Palmer/Grasser/Fox

Three CHC faculty will share on 3 separate evenings, research and findings in their field. Palmer will explore Gold Rush history related to Bodie, Grass Valley and Nevada City. Grasser will discuss research on California's Spanish era and author Frances Fox will reveal her findings on such local communities as Saratoga, Santa Clara and Alviso. Orientation, 9/22, 7-7:30, CHC. Cost of \$17 includes light buffet dinner at DeAnza Racquet Club. Open to all De Anza students.

Space Age Technology: *Chatham Forbes*

Silicon Valley is in the forefront of space age technology and astronautics. The nature and background of NASA, its role in the nation and world aerospace community, and its interrelatedness with industrial and academic sectors regionally will be discussed. Orientation: 10/5, 7:30 p.m., CHC. One-day trip 10/9, NASA Ames.

Celebration of Scandinavian Heritage: *Ruth Sahlberg*

Scandinavian winter festivals celebrate the spirit of this people of the North. Participate in a discussion of the meaning of the Viking culture and be a part of the Christmas and Lucia Fest celebrations. Tues. eve. lectures 10/6; 12/1,7 Lucia Fest 12/8. Public is invited.

Institutions of the Bay Area: *Ilse Gluckstadt*

Banking, missions, the state park system, government and architecture are just some of the areas to be touched upon in this class. Through the use of slides and other materials, students will look at the development of these institutions and how they were affected by and responded to the rapid growth of the Bay Area. Tues. lectures—Mtn. View Senior Center.

Californiana: An Evening with the Authors: *Frances Fox*

In the European tradition of the literary salon, authors of Californiana will discuss their books, and the lives that created them. The sessions will be held at the restored turn-of-the-century home of authors Fremont Older and Cora Baggerly Older. Orientation 9/24, CHC. Authors: 10/1, Mort Levine; 10/8, Dr. Edwin Beilharz; 10/15, Bruce MacGregor; 10/22, Judge Mark Thomas, Jr.; 10/29, Margery Pierce; 11/5, William Abeloe; 11/12, Frances and Theron Fox.

Refer to DeAnza College 'Schedule of Classes' for additional information or call the CHC at 996-4712

It is the policy of the Foothill-De Anza Community College District not to discriminate on the basis of race, sex, physical handicap, religion, color, creed, national origin, or age in any of its educational and employment programs, activities, policies, practices and procedures.

Sir Francis Drake: *Hugh Thomas*

Sir Francis Drake plundered the Spanish treasure ships, defeated the Spanish Armada and sailed around the world-1577-1580. Find out about Drake's life and time, and visit Drake's Bay and other Drake sites in No. California. Lectures: 9/23; 10/7,14; Field trip: 10/10 to Drake's Bay.

Bay Area Institutions/Walking Tour: *Ilse Gluckstadt*

The development of Bay Area civic institutions and cultural resources will be examined. Tours will include the San Francisco Mint, a state park, a stately courthouse, historic houses, Filoli Estate, the Oakland Museum and the New Almaden Mine. Tues. at Mtn. View Senior Center.

Victorian Days in San Francisco: *Frank Clauss*

An in-depth study of San Francisco's history from 1860-1915. The course covers: Princes and paupers of the Comstock lode; growth of the city in the latter half of the 1800's; railroad construction and dominance in politics; establishment of the city's elite areas of Nob Hill and Pacific Heights; the building of the city's distinctive areas of Victorian homes; invention and establishment of the cable car line; development of the city's "high society"; depression and labor problems; Chinatown growth and maritime history. Mon. eve. lectures.

East Bay Heritage: *Betty Hirsch*

Alameda County was created in 1853 from portions of Contra Costa and Santa Clara Counties. Before gold rush Americans arrived to construct some of the state's first architectural monuments, the area was rich with its own Indian and Spanish culture. This course will survey the region's development from remaining wilderness to jewels of American heritage. Lectures: 9/24; 11/5, 12; 12/10. Field trips: 9/26, area churches; 10/31, Fremont; 11/7, Oakland; 11/14, Berkeley.

San Francisco Opera: Gold Rush, Tivoli, Now: *Mary Jean Clauss*

Opera in the San Francisco area has a vigorous tradition that reaches back to Gold Rush days. This class will examine the cultural, social, art form, 19th century opera. Each class session will cover an impresario or singer who figured in local opera history, a theatre of the past, as well as one of the many local companies which figure in today's rich cultural life in the Bay Area. Mon. eve. lectures with 4 trips to local rehearsals and performances.

ONE-DAY HERITAGE BUS TOURS

Limited seating. Reservations must be made in person at the California History Center by Oct. 2.

Livermore Valley-Vineyards to Nuclear Technology: *Betty Hirsch*

A tour of the Livermore Valley area will begin with a visit to the charming pastoral town of Pleasanton where the main street has been preserved in a turn-of-the-century mode. We will be given a historical tour of the valley and the county historical museum. Luncheon will be served at the Pleasanton

twelve

Hotel, built circa 1852, the oldest building in the valley. Later we will visit the Lawrence Livermore Lab. The day will be capped off by tours and tasting at Wentz and Concannon Vineyards, both premium winemakers. Orientation: 10/15, 7:30 p.m., CHC. Trip 10/24, \$15.

Maritime San Francisco: *Frank Clauss*

Lecture-field trip of the San Francisco waterfront and old ships. The following ships will be boarded and examined at length: Balclutha (old square-rigged clipper ship, built in Glasgow in 1886). Thayer (built as lumber schooner at Humboldt Bay in 1895), and Eureka (one of the largest ferryboats to operate on the Bay, built in Tiburon in 1890). The water-front tour will include a lecture-bus tour of the southern waterfront, a shipboard harbor cruise aboard one of the vessels of the Red and White Fleet (lunch aboard ship, either bring-your-own picnic or purchase aboard ship), and a walking tour of Fisherman's Wharf. Tour: 10/31; \$10. bus only.

Defenders of the Bay: *Frank Clauss*

A lecture-field trip of the early fortifications about San Francisco Bay. Docent-guided tour of old Fort Point, built in the 1850's on the south side of the Golden Gate, ending with a cannon-firing drill with a Civil War field artillery piece. Lunch at McDowell Hall in Fort Mason, followed by a slide-illustrated lecture on the fortifications that once existed on Alcatraz and Angel Islands, and a visit to the Army Museum. Tour 11/7, \$10.00, bus only.

Museums and Monuments of Old San Francisco: *Frank Clauss*

A lecture-field trip of several museums, monuments and areas of old San Francisco. Lecture-bus tour will cover Market Street, Civic Center, and financial district. Docent-guided tour of Old Mint Museum and film of 1906 earthquake and fire. Lunch in Big Four Restaurant of Hotel Huntington or a bring-your-own picnic lunch in Huntington Park atop Nob Hill. Tour: 11/14; \$10.00 bus only.

Victorian Homes of San Francisco: *Frank Clauss*

A lecture-field trip of Victorian period homes in San Francisco. Bus tour will include outstanding homes in the Mission and Pacific Heights districts. Trip highlights will include docent-guided tours of the Haas-Lilienthal home on Franklin Street and the Whittier mansion at Jackson and Laguna Streets. Tour: 11/21, \$10.00, bus only.

John Muir's Autumn: *Seonaid McArthur*

John Muir, well known naturalist and explorer, was the foremost nature writer of his time (1838-1914). His most famous work, "The Mountains of California" (1894), celebrated the beauty of the Sierra Nevada and with his magazine articles helped begin conservation of the state's natural resources. The day program will feature autumn as Muir witnessed it, at his home in Martinez. Following a picnic at the Martinez Adobe, John Davis, president of the Muir Association, will lead a wild flower and bird walk along Shoreline Park. Tour: 10/17, bring picnic lunch.

THREE-DAY TOUR

Yosemite - Story of a Conservation Effort:

Seonaid McArthur

From the Gold Rush era of the 1850's when tourists enjoyed J.M. Hutchings "scenic banqueting" expeditions, to today's parade of campers from all over the world, Yosemite exists as one of the world's greatest natural wonders. Leading park naturalists will discuss Yosemite's geology, birds, animals, plants and wildflowers. Orientation: 9/21, 7:00 p.m., CHC. Tour 10/30, 31, 11/1. Cost \$120.

VALLEY IN TRANSITION

Classes related to the Fall Quarter Exhibit "Passing Farms - Enduring Values."

Celebration of the California Farm: *Yvonne Jacobson*

One-day look at the disappearing orchard farm by participating in the opening festivities for the exhibit "Passing Farms: Enduring Values." These will include: Docent tours of the exhibit, a round table discussion led by Yvonne Jacobson with members of old farm families, an exhibition of restored, operating farm equipment; and a trip to the Picchetti Ranch. Sat. 9/19, 10:00a.m.-4:00p.m. at the Trianon Building.

The Baylands: A Land Use Forum: *Bruce MacGregor*

The largest single purchase of land in the history of the San Francisco Bay Area occurred not in Spanish times but in the 1970's, when the Federal Government secured 23,000 acres of marsh and wetlands for a new wildlife refuge. The purchase created a complex land use issue. In an evening and a day, the forum will explore the many dimensions of baylands use, and seek a common viewpoint(s) from which to advance a balanced concept of land planning use. Lecture/introduction: 10/1, 6:30-9pm., CHC.

Population Growth vs. Valley Environment: *Roger Mack*

As a "social" economist and futurist who actively consults and conducts research for agencies such as ABAG (Assoc. of Bay Area Governments) Mack provides keen insight into current issues of valley development created by industrial growth. What are the implications of such development? Issues to be discussed are highly relevant to city officials, county planners, developers, and citizens who want an informed opinion for effectively legislating the valley's future environment. Three Wed. eve. lectures, 12/3, 10, 17.

High Technology & Past, Present, Future: *Jim Riley*

Founder and past president of INTERSIL Riley has lived through the growth of the regional electronics industry. This vital participant and observer will discuss major movers in the field, the "family tree" of companies, the role of the investors-entrepreneur, the impact of foreign competition, present-day directions, and implications of current concerns for companies' future in the valley. Thursdays, 10/22, 29, 11/5

Valley in Transition - Television Course:

Seonaid McArthur

The Santa Clara Valley has undergone a major transformation from a major agricultural center to an internationally recognized source of high technology in a span of 90 years. This twelve-part television course will broadcast selected presentations of the range of courses comprising the "Valley in Transition" theme, including instructors Jacobson, MacGregor, Forbes, Riley, and Mack. For course and broadcast information contact the CHC or Independent Study office. Orientation, Sept. 17, 7-9 pm., CHC

Passing Farms Exhibit - Docent Program:

Yvonne Jacobson

A specially designed, personal look at the story of the orchard farm; the people whose lives were dedicated to it; and the early Santa Clara Valley industry that grew up to serve it. Taught by exhibit Projector Director, Yvonne Jacobson, herself daughter of pioneer cherry orchardist Charles Olson, participants will be immersed in the photographic story of the farm, its implements and tools, and tour the Olson farm, with a traditional picnic in the orchards, and visit a Sunnyvale cannery in operation. Lectures: 9/21, 23, 25.

Open Space Preservation - The State Park System: *Brian Smith*

Although the California park system was not created until the twentieth century, the federal government designated Yosemite Valley and the nearby Mariposa Big Tree Grove as the first state park in the nation on June 30, 1864. From that time until the present, the state park system has grown to include some 250 parks on approximately one million acres. Join instructor Brian Smith for a look at the evolution of the state system and the problems it faces by an ever burgeoning society.

Wed. eve. lectures with trips to: Yosemite, Capitola, Big Basin, Jack London's Home, and Squaw Valley.

The New Silicon Valley of Heart's Delight:

Chatham Forbes

Industrial change and success have brought a host of social, economic, and political challenges to Santa Clara County. Formidable problems confront us in municipal planning traffic and transit, labor and housing, air and water quality, water conservation and waste disposal, schools and libraries, law enforcement and emergency services, health and welfare, parks and recreation. Have we met the challenges of drastic change and growth? Thurs. eve. lecture with trips to: Wildlife Refuge, Marin Headlands, Bay Model, Santa Clara Valley.

The Family Farm in Santa Clara Valley: *Yvonne Jacobson*

Since the 1950s the Santa Clara Valley has changed from the foremost center of fruit growing and processing to the leading center of high technology in the United States. In the process the family farm, characteristic of the Valley, has all but disappeared. This course will study the history of the family farm from the 1880s to the present. Thurs. eve. lecture with tours to: Picchetti Ranch, Berryessa cherry walnut farm, Japanese farm, San Jose, Chinese family farm, Benech Farm, Almaden Valley. ↘



Working diligently, master craftsman, George McGarry, plans to have both the South Gallery and the Stockmeir Library completed in the Fall of '81. Although close to our \$60,000 goal, support is still needed in the final quarter. One special way to help is by purchasing a column or a tile, whereby you can immortalize yourself or remember a loved one. Please contact center, 996-4712 if you are interested. (Photo by David Rickman).

Patrons Society Growing

"The Trianon represents one of a few structures in the Santa Clara Valley that is being preserved for its architectural and historic significance. Built around 1900, it is an example of the era of country estates and is a symbolic reference to a time in which agricultural products and the farm community gave the Valley world recognition", said CHC Director, Seonaid McArthur, when asked why individuals would want to donate to the Trianon restoration. With that in mind, the CHCF Board of Trustees launched the 1981 Capital Campaign to raise the necessary funds to complete the Trianon.

To kick-off the Campaign last January, the **Patrons Society** was formed. The Society recognizes contributors who support the final restoration effort with a donation of \$250 or more.

Currently, the Patron donations are topping out at \$40,000 which is making our \$60,000 campaign goal very reachable

We offer our thanks and appreciation to the **Patrons Society** members:

Joseph & Doris Adamo
 P.W. Brubaker
 Bud & Marion Card
 E. Dean Deaton
 Stella Kester Trust—Co-Executors
 Alvin Carter & Robert Dempster
 Will & Hazel Lester
 Mort & Elaine Levine
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 Mabel Noonan
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 Mrs. Jo Quinn
 John Sobrato
 Soroptomist International—
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 Louis & Gladys Stockmeir
 Robert Taylor
 Ida Trubschenck
 Dorothy Varian
 Mrs. Ivan Zarevich

Please contact Will Lester, President of the Foundation should you be interested in Patron membership.

CHCF Association News

Spring was a busy time for the CHC. First was the exhibit, **Californians from Yugoslavia**, which opened on April 5. All of **Elsie Matt's** and **David Rickman's** work on the exhibit was well received by about 300 people. The ethnic music and dancing of the **Santa Clara Valley Junior Tamburitians** and the **Veseli Seljaci** was outstanding and the food tables offered a variety of Yugoslavian delicacies—all very tasty. The main problem of the day was keeping the food hot! The electrical appliances used to heat the food overloaded the circuits so **Ken Givens** took on the job of keeping the cooks cooking! He had a maze of extensions running from other buildings on the campus and he swore he had to run one across Stevens Creek to the Sandpiper!

On May 30, a large crowd gathered at Garrod Farms in Saratoga for an old fashioned Country Barbeque and Square Dance. Our wonderful crew of Volunteers did all the setting-up, cooking and cleaning. Chicken, beans, garlic bread, tossed green salad, pies and cakes were served. **Race Street Fish and Poultry**, San Jose, donated 40 chickens and **Mimi's Rooftop Cafe** donated potato salad to complete the meal. A hearty thanks to them. Along with our tried and true Volunteers—**Zee Tieger, Elsie & Walter Matt, Mandy Dean, Edith Hinman, Lida & Bob Kluzek** and **Mary Moss**—we had many new hands to help make the barbeque a success. Thanks to them and **Barbara & Ron Wallace, Hong & Ben Chin, Jeff Harris, Stephen White, Larry Holian, Lorene & Frank Speth, Marian Lord, Anna Lisa Hemphill** and **Bettie Tuttle** for giving so generously of their time.

The second annual Antique Auction and Open House on June 7, DeAnza Day was a huge success.

FOUNDATION NOTES

Carole Pavlina along with the CHC staff manned the Silent Auction tables in the campus center while the docents greeted and informed visitors at the Trianon Open House. According to college figures, approximately 40,000 people attended the day, so you can imagine just how busy we all were! The auction went very smoothly even though it ran an hour longer than planned. The CHCF's profit from the antique sales was \$1538 plus \$667 from the donated items on the silent auction tables making a grand total of \$2205. A special thank you to the following people who donated antiques or collectibles: **Antiquarian Shop, Bargetto Winery, Ilse and Dan Bershader, Barry Bielinski, Antoinette Catrow, Connoisseur Antiques, Charles and Ruth Duckwald, Catherine Field, Frances and Theron Fox, Catherine Gasich, Bill and Shirley Hill, Edith Hinman, Mrs. Alice Holian, Larry Holian, Paul Masson Vineyards, Ed Metz, Felicia Pollack, L.A. Robblin, Ridge Vineyards, Betty Schwartz, Louis and Gladys Stocklmeir, Peter and Carole Pavlina, Deon Ryan, Zee Tieger, and Valco Fashion Park.** Needless to say, without all our faithful and tireless Docents and Volunteers the CHC would not be able to have such a myriad of activities and events. Due to limited space, I am unable to mention everyone who has donated valuable time and talent to the CHC, but I want you to know that the CHC staff and I thank all of you for your willing participation this past year. This Fall there are 3 events scheduled so far;

Sept. 17 - California History Faire
Sept. 19 - opening of exhibit "Passing Farms - Enduring Values"
Dec. 11 - Christmas Party at Mimi's (food and dancing)

I am looking forward to these upcoming events and I hope you are too. 🐾

Mary Jane Givens
*Director of the CHC
 Volunteer Services*

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 Nancy M. Adams
 Robert & Phyllis Andrews
 Gary M. Bronstein
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 Mary Edith Clifford
 Helen K. Dixon
 Marian L. Doub
 Marlene Duffin
 Edna Ellison
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 George Glendenning
 Yvonne Jacobson
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Business/Corporation Donations

Four-Phase Corporation
 Race Street Fish & Poultry, San Jose
 Santa Clara Savings and Loan Association
 Sourisseau Academy

They could have danced all night to the calling of John Barbour at the CHC's chicken barbeque and square dance at Garrod Farms Riding Stables in May. (Photo by W.M. Rickman).

Renewing Members

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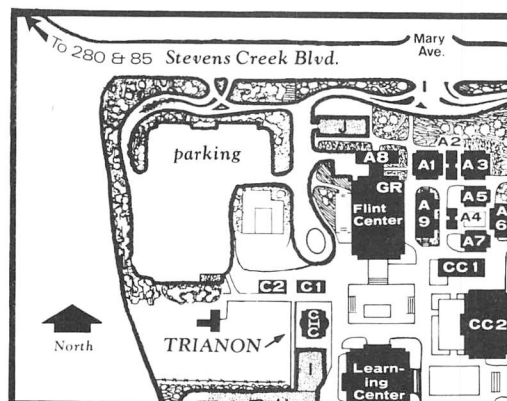


California History Center & Foundation
A Center for the Study of State and Regional History
DeAnza College

21250 Stevens Creek Blvd. Cupertino, Calif. 95014 (408) 996-4712

Trianon Bldg. Hours:
Monday—Friday:
8:00 am—noon, 1:00—5:00 pm

Exhibit Hours:
Monday—Friday:
9:00 am—noon, 1:00—4:30 pm
Docent Tours may be scheduled
by calling 996-4712.



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